


in the run house!
Freya whams him
in a minicopter!
Yu-Rang karates him
in a cable car!
Lola blasts him
in a bar!

 Suggested for
MATURE
audiences
(parental discretion
advised).



COLUMBIA PICTURES
Presents
An IRVING ALLEN Production

Dean Martin

as **Matt Helm** in


The Wrecking Crew

The
demolition
is
delicious!

co-starring

Elke Sommer · Sharon Tate · Nancy Kwan · Nigel Green · Tina Louise

Music composed and conducted by Hugo Montenegro · Screenplay by William McGivern · Based on the novel by Donald Hamilton

Produced by Irving Allen · Directed by Phil Karlson · A Meadway-Claude Picture · TECHNICOLOR® 

Ad No. 503—815 Lines—5 Cols. x 11 5/8 Inches

Also Available as Ad No. 403—520 Lines—4 Cols. x 9 1/4 Inches



COLUMBIA POINTS THE-WAY-AHEAD IN ITS 45TH ANNIVERSARY YEAR!

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PB#33/15

Ad No. 501—530 Lines—5 Cols. x 7½ Inches

Also Available as Ad No. 601—768 Lines—6 Cols. x 9 Inches

Also Available as Ad No. 401—496 Lines—4 Cols. x 6 Inches

Official Billing

COLUMBIA PICTURES Presents 25%

An IRVING ALLEN Production 25%

DEAN MARTIN (100%) as Matt Helm (75%)

in

THE WRECKING CREW 100%

Co-starring

ELKE SOMMER SHARON TATE NANCY KWAN
NIGEL GREEN TINA LOUISE 75%

Music composed and conducted by HUGO MONTENEGRO 25%

Screenplay by WILLIAM McGIVERN 25%

Based on the novel by DONALD HAMILTON 25%

Produced by IRVING ALLEN 25%

Directed by PHIL KARLSON 25%

A MEADWAY-CLAUDE PICTURE 15%

TECHNICOLOR® 25%



Ad No. 101—26 Lines
1 Col. x 17/8 Inches



Ad No. 102—13 Lines
1 Col. x 1 Inch

COLUMBIA PICTURES Presents
An IRVING ALLEN Production

Dean Martin as Matt Helm in The Wrecking Crew



Linka gives it to
him with a gun!
Yu Rang... with
a stiletto!

Lola gives it to
him with a blast!
Freya... with her
secret weapon!

Suggested for
M MATURE
audiences
(parental discretion
advised).

co-starring

Elke Sommer · Sharon Tate · Nancy Kwan · Nigel Green · Tina Louise

Music composed and conducted by Hugo Montenegro · Screenplay by William McGivern · Based on the novel by Donald Hamilton
Produced by Irving Allen · Directed by Phil Karlson · A Meadway-Claude Picture · TECHNICOLOR®

MATT HELM SWINGS IN COPENHAGEN

with Linka, Lola, Freya and Yu-Rang...
the wildest wreckers that ever did
in a spy ring—or a man!



The
demolition
is
delicious!

COLUMBIA PICTURES Presents
An IRVING ALLEN Production

Dean Martin as Matt Helm in The Wrecking Crew

co-starring
Elke Sommer · Sharon Tate · Nancy Kwan
Nigel Green · Tina Louise

Music composed and conducted by Hugo Montenegro · Screenplay by William McGivern · Based on the novel by Donald Hamilton
Produced by Irving Allen · Directed by Phil Karlson · A Meadway-Claude Picture · TECHNICOLOR®



M Suggested for
MATURE audiences
(parental discretion advised)

Ad No. 404—568 Lines—4 Cols. x 10 1/8 Inches

...and the demolition
is delicious!

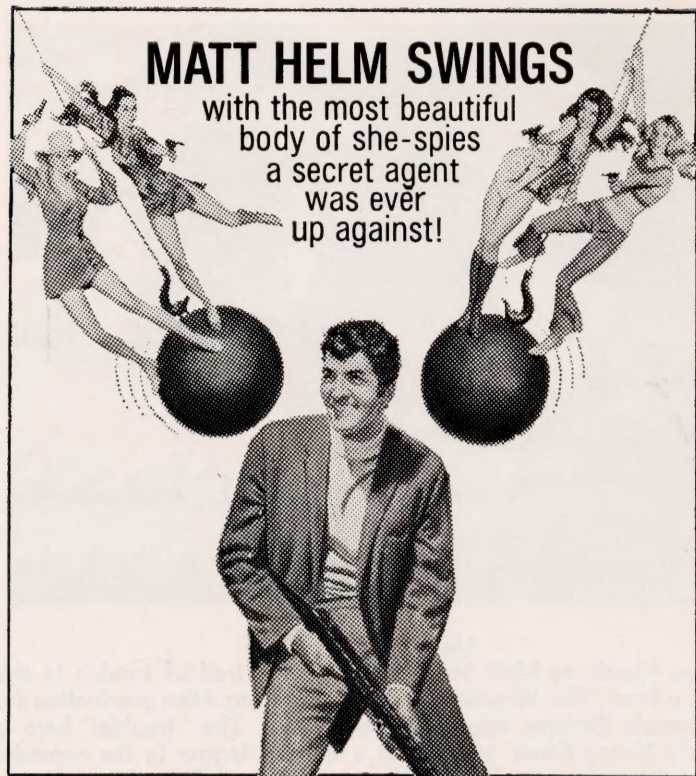
Dean Martin

The Wrecking Crew

Tate · Nancy Kwan · Nigel Green · Tina Louise

Hugo Montenegro · Screenplay by William McGivern · Based on the novel by Donald Hamilton
Phil Karlson · A Meadway-Claude Picture · TECHNICOLOR®

—98 Lines—2 Cols. x 3 1/2 Inches



MATT HELM SWINGS

with the most beautiful
body of she-spies
a secret agent
was ever
up against!

**Dean
Martin**
as
Matt
Helm

COLUMBIA PICTURES
presents
AN IRVING ALLEN
production

**The
Wrecking
Crew**

co-starring **Elke Sommer · Sharon Tate**
Nancy Kwan · Nigel Green · Tina Louise

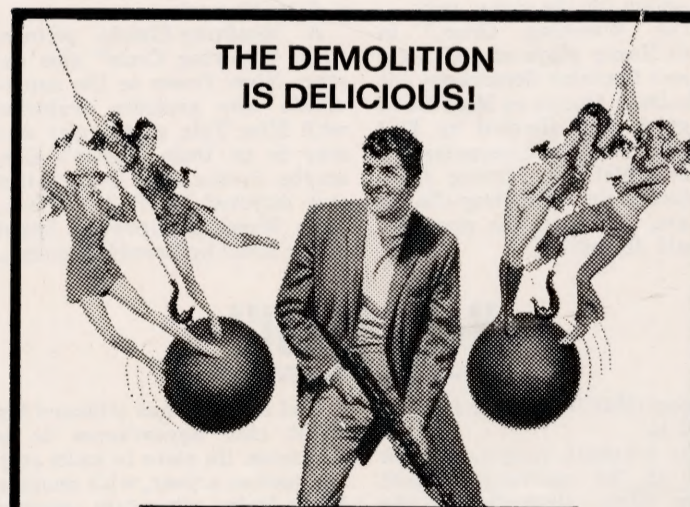
Music composed and conducted by Hugo Montenegro · Screenplay by William McGivern
Based on the novel by Donald Hamilton · Produced by Irving Allen · Directed by Phil Karlson

M Suggested for
MATURE audiences
(parental discretion advised)

A Meadway-Claude Picture **TECHNICOLOR**

Ad No. 203—210 Lines—2 Cols. x 7 1/2 Inches

Ad No. 204—250 Lines—2 Cols. x 8 7/8 Inches



**THE DEMOLITION
IS DELICIOUS!**

COLUMBIA PICTURES Presents An IRVING ALLEN Production

Dean Martin
as **Matt Helm** in
The Wrecking Crew

Elke Sommer · Sharon Tate · Nancy Kwan · Nigel Green · Tina Louise

Music composed and conducted by Hugo Montenegro · Screenplay by William McGivern
Based on the novel by Donald Hamilton · Produced by Irving Allen · Directed by Phil Karlson

A Meadway-Claude Picture

M Suggested for
MATURE audiences
(parental discretion advised)

TECHNICOLOR

Ad No. 205—146 Lines—2 Cols. x 5 1/4 Inches



APPROVED

All advertising in this pressbook, as well as all other advertising and publicity materials referred to herein, has been approved under the standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to:

Director of the Code for Advertising
Motion Picture Association of America
522 Fifth Avenue, N. Y., N. Y. 10036

This picture has been rated:

M

**Suggested for Mature Audiences
(parental discretion advised).**

Dean Martin

Dean Martin is famous as a singer, as a comedian and as a dramatic actor. He also is the world's favorite secret agent.

As the intrepid Matt Helm who ranges the world on secret assignments against super-villains, Dean can be seen in his newest gold-and-girls screen adventure, "The Wrecking Crew," at the Theatre in Technicolor. Co-starred in the Irving Allen production, a Columbia Pictures release, are Elke Sommer, Sharon Tate, Nancy Kwan, Nigel Green and Tina Louise.

"The Wrecking Crew," based on the novel by Donald Hamilton, is fourth in Dean Martin's unique and delightful one-act series which began with "The Silencers" and continued with "Murderers' Row" and "The Ambushers." Plans are now in the works for a fifth Matt Helm picture to be called "The Ravagers."

An ex-pugilist, ex-service station attendant, ex-mill hand, ex-croupier in a gambling den, Dean Martin moved from the traditions of Bing Crosby and radio singers into an easy, relaxed style of his own. He discovered that singing paid more money than the odd jobs he had been tackling and, when he and Jerry Lewis teamed up in a club act, he also discovered the road to fame. They made 10 pictures together before deciding to split up as a team.

Talent Galore

Elke Sommer, the beautiful German sex-pot who is one of the lovelies co-starred with Dean Martin as Matt Helm in "The Wrecking Crew," Columbia Pictures release in Technicolor at the Theatre, is one of the most accomplished women in Hollywood.

She is an outstanding pianist with several one-woman shows to her credit, has written children's stories and speaks a dozen languages. In "The Wrecking Crew," she helps hijack a billion dollars in gold.

Sharon Tate, Nancy Kwan, Nigel Green and Tina Louise also star in "The Wrecking Crew," an Irving Allen production which Phil Karlson directed. The film is based on the novel by Donald Hamilton. William McGivern wrote the screenplay and Hugo Montenegro the music. "The Wrecking Crew" is the fourth in the sensationally-popular Matt Helm series, based on the novels by Donald Hamilton. Others were "The Silencers," "The Ambushers" and "Murderers' Row," and there is one already being planned for next year: "The Ravagers."



Mat 1B; Still No. 63
One of the "baddies" in "The Wrecking Crew" wants to throw Dean Martin as Matt Helm off a fast-moving train in this scene from the new comedy-adventure, an Irving Allen production for Columbia Pictures release in Technicolor. Starred with Dean Martin as Matt Helm, Nancy Kwan, Nigel Green and Tina Louise.

a low piece of furniture, gashing her left ankle dangerously close to the Achilles tendon. Her costume, a white formal gown, was ruined but Elke was able to continue work after medical aid.

Sharon Tate and Nancy Kwan, after considerable training in judo, turned in some spectacular scenes without even bruising themselves; these were the "takes" which producer Irving Allen and director Phil Karlson were most worried over, because of the possibility of injury to the attractive young stars.

Fall Guy

Dean Martin again does his own fights and falls as Matt Helm in "The Wrecking Crew," Columbia Pictures release in Technicolor at the Theatre. Co-starred in the new sex-and-suspense thriller as Elke Sommer, Sharon Tate, Nancy Kwan, Nigel Green and Tina Louise. Sharon and Nancy also staged a fight of their own—judo—without getting hurt.

An Irving Allen production, "The Wrecking Crew" was directed by Phil Karlson from a screenplay by William McGivern.

'Zip'-Tease

Sharon Tate does what they called a "zip-tease" and Tina Louise does a "love" dance in "The Wrecking Crew," new Columbia Pictures release starring Dean Martin as Matt Helm in Technicolor at the Theatre. The dances are part of the girls' kiss-and-kill antics; Elke Sommer and Nancy Kwan, who also star in the gold-and-girls comedy-action drama, find other ways of luring Dean into trouble.

shares beauty, kiss, kill and comedy-suspense honors—and stardom in the suspense-comedy—with Elke Sommer, Sharon Tate and Nancy Kwan.

A native New Yorker, Tina returned to that city after studying drama at Miami, Fla., University. She appeared in such Broadway shows as "Two's Company" and John Murray Anderson's "Almanac," and then established herself as a star with her portrayal of Apassionata von Climax in the musical version of "Li'l Abner."

Hollywood summoned, and she made a dozen films, her most memorable being "God's Little Acre," before moving to Italy, where she made a series of motion pictures. She returned to America and "Gilligan's Island," CBS-TV's top comedy, which starred her for three years.

Nigel Green also co-stars in "The Wrecking Crew," an Irving Allen production based on the novel by Donald Hamilton and the screenplay by William McGivern.

Advance

Dean Martin returns to the Theatre screen on in "The Wrecking Crew," reportedly the most suspenseful, girl-filled and exuberant of his delightful Matt Helm adventures. Co-starred are Elke Sommer, Sharon Tate, Nancy Kwan, Nigel Green and Tina Louise. An Irving Allen production directed by Phil Karlson, "The Wrecking Crew" is based on the novel by Donald Hamilton. William McGivern wrote the screenplay and Hugo Montenegro composed and conducted the music. A Meadway-Claude picture, "The Wrecking Crew" is in Technicolor.



Mat 2B; Still No. 55

Dean Martin as Matt Helm is hot on the trail of trouble in this scene from "The Wrecking Crew," new Irving Allen production for Columbia Pictures release in Technicolor. The "trouble" here is lovely Nancy Kwan, who wields a wicked dagger in the comedy-adventure also starring Elke Sommer, Sharon Tate, Nigel Green and Tina Louise. The new Matt Helm adventure has Dean hunting hi-jacked gold in Denmark. Phil Karlson directed.

Nancy Kwan

Feminine star of such films as "The World of Suzie Wong" and "Flower Drum Song," Nancy Kwan currently is working her feminine wiles—which generally are considered to be plenty!—on Dean Martin as Matt Helm in "The Wrecking Crew," now at the Theatre in Technicolor. Miss Kwan shares kiss-and-kill honors in the espionage action-comedy with Elke Sommer, Sharon Tate and Tina Louise. Nigel Green also co-stars in "The Wrecking Crew."

Nancy's father, now one of Hong Kong's greatest architects, met her mother, a statuesque blonde model of Scotch-English extraction, in London and brought her to Hong Kong as his bride. Nancy is more than international in heritage and appearance; she spent summers at resorts in Borneo, Macao and Japan; and she was educated at a Catholic school, Maryknoll, and at Kingsmoor, a boarding school in England.

After her graduation, she studied with the Royal Ballet and danced at Covent Garden with the ballet corps in "Sleeping Beauty" and "Swan Lake." Returned to Hong Kong, she tried out for the "Suzie Wong" screen role and, instead, was asked to play the part on the stage. She was in Toronto when she was frantically paged to fly to London for the screen part.

"The Wrecking Crew," in which Nancy plays one of Nigel Green's feminine lieutenants out to do Dean Martin as Matt Helm no good, was directed by Phil Karlson from a screenplay by William McGivern. Irving Allen produced the Meadway-Claude picture, based on the novel by Donald Hamilton.

He's 'Cool'!

Dean Martin has decided to "cool it."

The debonair, tongue-in-cheek star of the spectacular Matt Helm films, currently at the Theatre in "The Wrecking Crew," plans to take life a lot easier from now on. As Matt Helm, the world's greatest secret agent, Dean feels "it's nice work. I've got it," even if he can't quite relax in such fast-moving company as his feminine co-stars: Elke Sommer, Sharon Tate, Nancy Kwan and Tina Louise. "The Wrecking Crew" is a Columbia release in Technicolor.

But, as an actor and entertainer who's reached the top and has stayed there for some considerable time now, Dean feels he can let down a little. He's "made it" in night clubs, in motion pictures, in television and in recordings. He doesn't have to prove anything; from now on, "making it" can only be more money which he doesn't need.

Sharon Tate

Her father is a colonel in Army Intelligence, which is not why Sharon Tate was cast by producer Irving Allen to co-star with Dean Martin in his newest Matt Helm secret agent adventure, "The Wrecking Crew," now at the Theatre in Technicolor. Miss Tate was chosen because she is a talented young actress, and a beautiful one.

Sharon's glamor attributes are more important than any experience, real or indirect, in the fine art of governmental intelligence. Witness, the tongue-in-cheek, debonair approach with which Dean Martin tackles his world-ranging Matt Helm assignments, and the women he meets along the way. In "The Wrecking Crew," in addition to Miss Tate, Dean Martin as Matt Helm also has troubles, frequently romantic, with such other beauties as Elke Sommer, Nancy Kwan and Tina Louise.

Sharon achieved what was called "instant stardom" when she made "Valley of the Dolls." Actually, that stardom took almost three years of study and work, games with wigs and aliases, and almost half-a-million dollars. That is what the "almost three years of work and study" cost her studio to train her, a sum partially repaid by her later appearances in minor TV roles under a stage name and a disguising wig.

A Meadway-Claude picture, "The Wrecking Crew" also co-stars Nigel Green as the super-villain who provides problems with Miss Tate as the girl who may be on Dean Martin's side, maybe. Produced by Irving Allen and directed by Phil Karlson, "The Wrecking Crew" is based on the novel by Donald Hamilton.

And so, Dean has trimmed his night club appearances to a minimum. He plans to make only two movies a year, with another Matt Helm adventure coming up. He will continue his effortless, easy-going television shows, taping them on Saturdays only. And he'll record only those songs (usually country-style ditties) he really enjoys.

"I had a birthday recently," Dean draws, "and I'm slowing down. I don't have to prove anything any more. My family and my golf mean more and more to me, and show business means less and less. I got a life to live."

Nigel Green also co-stars in "The Wrecking Crew," an Irving Allen production based on the novel by Donald Hamilton. Phil Karlson directed the Meadway-Claude picture from a screenplay by William McGivern. The music for the film was composed and conducted by Hugo Montenegro.



Mat 2C; Still No. 84

Dean Martin as Matt Helm finds himself considerably menaced by Nancy Kwan and her gun-wielding henchmen, with Sharon Tate seemingly undisturbed by it all. It's a scene from "The Wrecking Crew," newest Matt Helm gold-and-girls adventure, an Irving Allen production for Columbia Pictures release in Technicolor. Elke Sommer, Nigel Green and Tina Louise are also starred in the film.

COLUMN ITEMS

"The Wrecking Crew," fourth screen adventure starring Dean Martin as Matt Helm, offers a very unimportant departure from tradition. The familiar Matt Helm gold-and-girls excitement and comedy are there, reportedly in greater abundance than ever, but "The Wrecking Crew" has more than 13 letters in its title. Earlier Matt Helm films had 13: "The Silencers," "Murderers' Row" and "The Ambushers." In addition to more letters, "The Wrecking Crew" also has more kiss-and-kill girls: Elke Sommer, Sharon Tate, Nancy Kwan and Tina Louise.

The fabulous Matt Helm, as personified by the fabulous Dean Martin, returns to the screen in "The Wrecking Crew," new Columbia Pictures release in Technicolor. This is the fourth Matt Helm adventure in four years; another is planned by producer Irving Allen and star Dean Martin for next year. The films are based on the best-selling novels by Donald Hamilton.

The "mini-copter" used in "The Wrecking Crew" was designed especially by the Hughes Aircraft Company and flown in the new Matt Helm adventure by Frank Tallman who landed it on a moving train during filming in Bavaria. Tallman, who doubled for Dean Martin as Matt Helm in the helicopter action scenes, describes the aircraft as "an expensive toy." It cost \$20,000, can fly 75 miles an hour for a total of 2½ hours and it can hover at 5500 feet.

According to Phil Karlson, director of "The Wrecking Crew," newest Matt Helm adventure starring Dean Martin as the world's greatest super-agent, co-star Sharon Tate "is going to be very big in this business. She's a natural comedienne, very good looking, and she has the qualities Rita Hayworth had and has."

Nancy Kwan, one of the lovely kiss-and-kill stars chasing Dean Martin as Matt Helm in "The Wrecking Crew," new Irving Allen production for Columbia Pictures release, wears a psychedelic, multi-colored lame "happy"-coat in one romantic scene. As designed by Moss Mabry, the coat is reversible and lined with matching terry cloth for use around the family swimming pool.

Among the costumes worn by Elke Sommer in "The Wrecking Crew," new Columbia Pictures release in which she plays one of the girls chasing Dean Martin as super-agent Matt Helm, are a most revealing Jean Harlow-type gown and a Swiss silk-organdy hostess gown that, says its designer, "is just this side of telling all."



Mat 2A; Still No. 52

Clearly, Elke Sommer wants something from Dean Martin as Matt Helm in this scene from "The Wrecking Crew," the new kiss-and-kill comedy also starring Sharon Tate, Nancy Kwan, Nigel Green and Tina Louise. What Dean wants is something else again; he's officially looking for hi-jacked gold in Denmark! "The Wrecking Crew" is an Irving Allen production for Columbia Pictures release in Technicolor. Phil Karlson directed.

'The Wrecking Crew' Cast

Matt Helm	Dean Martin	Karl	John Brascia
Linka Karensky	Elke Sommer	Kim	Weaver Levy
Freya Carlson	Sharon Tate	Gregor	Wilhelm von Homburg
Yu-Rang	Nancy Kwan	Ching	Bill Saito
Count Contini	Nigel Green	Toki	Fuji
Lola Medina	Tina Louise	Frankic	Pepper Martin
MacDonald	John Larch	Guard	Ted H. Jordan

'The Wrecking Crew' Story

(Not for Publication) Matt Helm is the debonair commercial photographer who prefers the delights of his bachelor life to the demands of his work as an agent for ICE, the world-ranging super-secret organization which opposes spies and other baddies. When a billion dollars in gold is hijacked in Denmark, ICE talks a reluctant Matt Helm into the job of recovering it. Secret weapons, gorgeous girls and a super-villain provide the complications. Among the girls are blonde Linka and exotic Yu-Rang, two major hench-wenches for Count Massimo Contini, chief of the hijack ring. And there also is shapely young Freya, who seems to be on Matt's side, and red-haired Lola; they also have secret weapons all their own!

Running Time: 104 minutes



Mat 1A; Still No. 2

Dean Martin again stars as Matt Helm, the world's greatest agent, in "The Wrecking Crew," an Irving Allen production for Columbia Pictures release in Technicolor. Also starred are Elke Sommer, Sharon Tate, Nancy Kwan, Nigel Green and Tina Louise. Phil Karlson directed "The Wrecking Crew."



Mat 1D; Still No. 18

Elke Sommer is one of the kiss-and-kill lovelies who tangle with Dean Martin as Matt Helm in "The Wrecking Crew," new Irving Allen production for Columbia Pictures release in Technicolor. Others are Sharon Tate, Nancy Kwan and Tina Louise; Nigel Green also stars. Phil Karlson directed "The Wrecking Crew."



Mat 1E; Still No. 11

Sharon Tate may be on the side of Dean Martin as Matt Helm in "The Wrecking Crew" . . . maybe! Elke Sommer, Nancy Kwan, Nigel Green and Tina Louise also star in the new comedy adventure, an Irving Allen production for Columbia Pictures release in Technicolor.

'The Wrecking Crew' Credits

Directed by	Phil Karlson
Produced by	Irving Allen
Screenplay by	William McGivern
Based on the book "The Wrecking Crew" by	Donald Hamilton
Music Composed and Conducted by	Hugo Montenegro
Song: "House of 7 Joys" by	Mack David, DeVol
Costumes Designed by	Moss Mabry
Director of Photography	Sam Leavitt, A.S.C.
Art Director	Joe Wright
Film Editor	Maury Winetrobe
Set Decorator	Frank Tuttle
Property Master	Max Frankel
Dean Martin's make-up by	Hank Edds
Karate Advisor	Bruce Lee
Associate Producer	Harold F. Kress
Unit Production Manager	Ralph Black
Assistant Director	Jerome Siegel
Make-up Supervision	Ben Lane
Hair Styles by	Virginia Jones, C.H.S.
Sound Supervisor	Charles J. Rice
Sound	James Flaster, Arthur Piantadosi
Helicopter sequences by	Frank Tallman
Dean Martin's Wardrobe designed by	Devore

A Meadway-Claude Picture
Color by Technicolor®
A Columbia Pictures Release

TV Fashion Featurette

Elke Sommer . . . Nancy Kwan . . . Sharon Tate . . . modelling the spectacular costumes they wear in "The Wrecking Crew," along with clips from the film. This 16mm fashion featurette, in color, is called "Design for Action." It belongs on television but it also can be used for back-light projection in theatre lobby and elsewhere! Order from Exploitation Dept., Columbia Pictures Corp., 711 5th Ave., N. Y., N. Y. 10022.

TV Trailers

Exciting clips and audio that sell the gold-and-girls excitement of "The Wrecking Crew"! 60-second spots "A" and "B"—20-second spots 1 and 2—10-second spots "X" and "Y." Order from National Screen.

Telops

Information about telops, styles and prices, may be obtained by writing direct to: QQ Title Card Co., 27 W. 46th St., N. Y., N. Y. 10036.

'Wrecking Crew' Radio Interviews

- Dean Martin and Sharon Tate!
- Elke Sommer!
- Radio Featurette—with Nancy Kwan! Nigel Green! Tina Louise! And director Phil Karlson!

These interviews are by Dick Strout, and are being aired on almost 850 radio stations via his "Hollywood Profiles" program. Check the stations in your territory. If the interviews have been used, arrange for re-broadcasting, with your credits. If they have not been broadcast, and station wants to use any or all of them, order FREE from:

Dick Strout, Inc., P.O. Box 907
Beverly Hills, Calif.

Radio Spots

The fun . . . the excitement . . . the suspense . . . and the romance of "The Wrecking Crew" are indicated in the radio spots: one 60-second spot, one 30- and one 20 second spot! Order from National Screen Service.



EYE-APPEAL
Sharon Tate Still No. 9



JEWELRY, HAIRDO
Elke Sommer Still No. 21



SAMSONITE LUGGAGE
Elke Sommer Still No. Spec. 1



NIGHTWEAR
Sharon Tate Still No. 11



FASHIONS, BEAUTY
Elke Sommer Still No. 18

Dean Martin and The Girls!

Dean Martin's motion pictures, network-television shows and hit recordings have established him as one of the top performers in the entertainment world today, and his comedy-action characterizations as Matt Helm have made him a movie-goer's favorite everywhere. Remind your audiences that Dean is back on your screen as Matt Helm in the best of his gold-and-girls adventures, "The Wrecking Crew"

- Plant your picture - playdate credits during and immediately after the local television broadcast of the Dean Martin Show, and work with the station of joint publicity and promotion.

- Arrange for an hour-long broadcast of Dean Martin recordings on a local radio station, with picture plugs. Stunt might be worked for several days before the opening, via a contest which awards Dean Martin albums to listeners who first identify unnamed tune titles.

Dean Martin's four feminine co-stars in "The Wrecking Crew" are lovely examples of Continental, Oriental and American beauty. Make up a lobby board featuring poses of Elke Sommer (Germany), Sharon Tate (Texas), Nancy Kwan (Hong Kong) and Tina Louise (N. Y.), and let patrons indicate their preferences with votes registered under the photos.

One of Dean Martin's assignments in "The Wrecking Crew," is posing and picturing pretty, and scantily attired girls: "Miss Communications," "Miss Long Distance," "Miss Natural Gas" and "Miss Dairy Products." Plan a promotion with girls competing for prizes on the theatre stage wearing costumes representing sponsoring organizations, stores, product distributors, manufacturing concerns, etc., and entrants can also appear on TV, visit media offices and act as hostesses opening night. Arrange photo coverage for newspapers and lobby display. (Still Nos. 81 and 82 show "The Wrecking Crew" costumes.)

'The Wrecking Crew' Door Panels \$10.75 per Set of Six

Other Accessories at Your National Screen Service Exchange

24-Sheet 22 x 28	Six-Sheet Television Trailer	Three-Sheet Hi-Rise Standee	One-Sheet Title Display	Radio Spots Insert Card
Eight 11x14's		Teaser Trailer	Regular Trailer	Window Card
40x60, 24x60, 24x82, 30x40		Still Sets (Color and B/W — Color for lobby and store displays; B/W for newspaper planting)		

The Title

Use the title, "The Wrecking Crew," to exploit your show! Check around town for demolition sites, buildings being razed, and plant posters with theatre-playdate credits. Have two or more pretty, bikini-clad girls—"The Wrecking Crew"—'discovered' pushing pastel-painted wheel barrows—imprinted with picture and playdate credits—at a demolition site. Alert newspapers to the stunt, in advance, for photo coverage.

Radio Promotion

Daily, in advance of playdate, have a disc Jockey offer, via sweepstakes drawing, opening day guest tickets to ten or more lucky listeners. Stunt, and picture, plugs can accompany Dean Martin record plays.

Store Tie-In

Tie-in with as many local stores as possible, for window displays featuring merchandise at special reduced prices. Copy can be: "The Wrecking Crew' Has Made a Wreck Of Our Store! Prices Pulverized! See, etc."

The Book

Now in national distribution, the Gold Medal paperback edition of Donald Hamilton's "The Wrecking Crew" has a picture credit line on the cover and a color still plus credits on the back. Contact the Fawcett World Library representative in your territory for displays at all Matt Helm book outlets.

Karate

As Matt Helm in "The Wrecking Crew," Dean Martin uses karate, the popular Oriental system of unarmed combat, to vanquish the bad guys (and girls!). Check local karate schools and arrange an exhibition of the art in the theatre lobby and on television.

Tie-Up Stills

Remember, please, there can be no real or implied endorsements!

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with support from Matthew and Natalie Bernstein.**



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